



LEMON GROVE DOWNTOWN VILLAGE SPECIFIC PLAN UPDATE CITY COUNCIL PRESENTATION



Presented by:

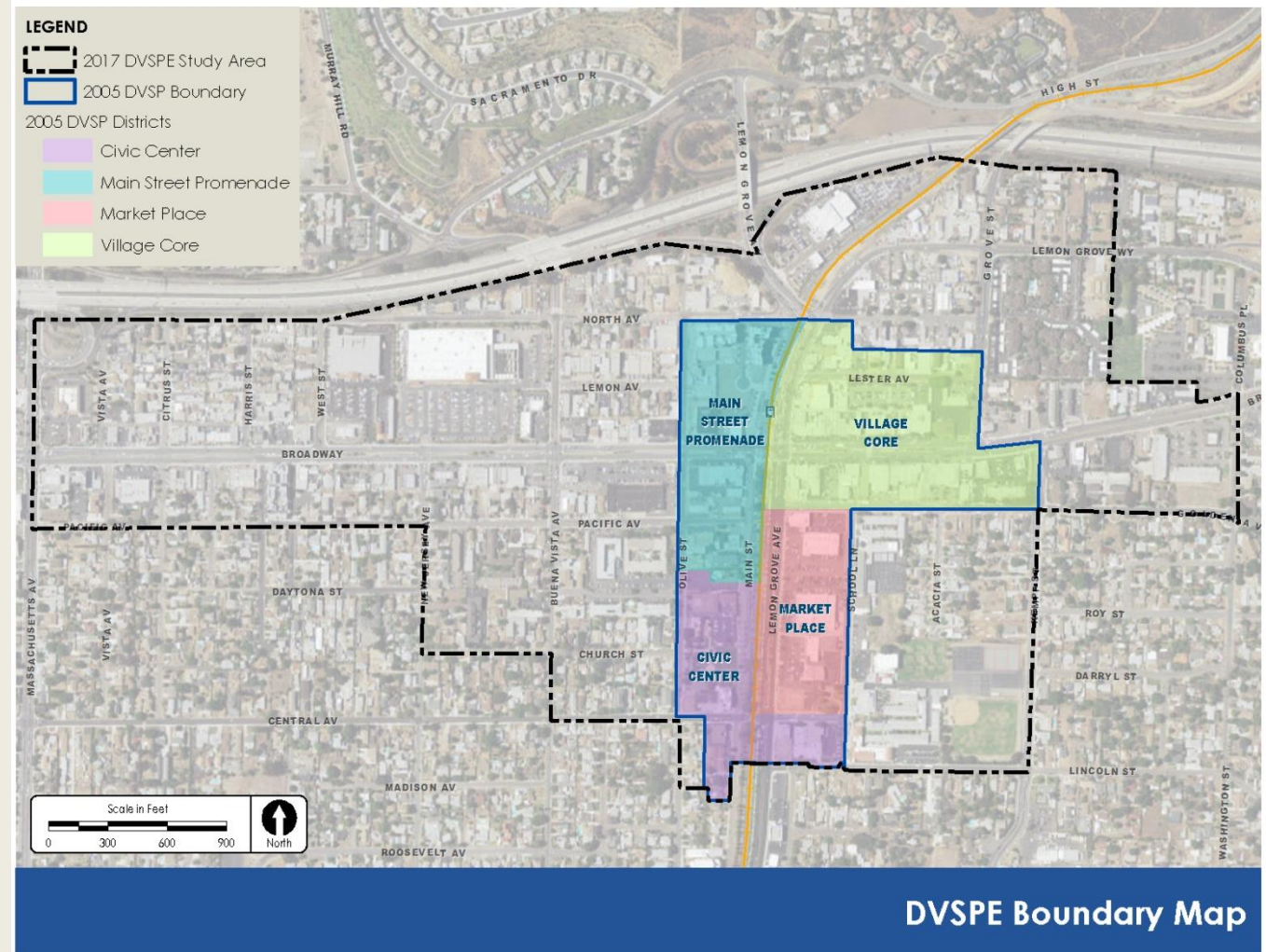
David De Vries, AICP
Development Services Director

Brian F. Mooney, FAICP
RICK Community Planning & Sustainable Development



DOWNTOWN VILLAGE SPECIFIC PLAN EXPANSION (DVSPE)

- 2005 Downtown Village Specific Plan (DVSP)
- SANDAG Grant & Expanded Study Area
- RICK Community Planning Strategy
 - Baseline Report
 - Public Outreach Program



2005 Village Districts with DVSPE Boundary

VISION AND GOALS

EXISTING VISION

“Create a vibrant and sustainable downtown. A mix of land uses ensuring a variety of residential options, shopping in a village atmosphere, and employment opportunities are planned. The emphasis for downtown is to provide inviting public places, transit-oriented development, and build on the unique character and community of the City of Lemon Grove.”



Downtown San Diego, CA

EXISTING GOALS

1. Vibrant Downtown
2. Pedestrian-Friendly
3. Transit-Oriented Development
4. Balanced Parking Supply
5. Supportive Business Climate
6. Multi-Modal Circulation
7. Sustainable Development



Escondido, CA

PUBLIC OUTREACH FEEDBACK

- Village (Small Town) Feel
- Pedestrian Focus
- Create Safe Walking & Biking Connections
- Art/Architecture Emphasis
- Family-Oriented
- Restaurants & Entertainment
- Pleasant Park & Open Space Areas
- Public Safety & Cleanliness
- Support for Improving & Maintaining Downtown



BASELINE REPORT FEEDBACK

- What is a Baseline Report?
- Key Findings:
 - Create Regional Destination
 - Create Balanced Land Use Mix
 - Encourage Economic Generators
 - Create a Strong Community Identity



DRAFT VISION

*“Imagine Downtown Lemon Grove as a vibrant community center that serves both the residents and the **region**. A **series of neighborhoods** have developed to provide a balanced mix of housing options, shopping choices, and employment opportunities. New development, which **integrates art and history**, creates an inviting atmosphere for pedestrians to stroll through Downtown’s attractive streets. Downtown provides inviting public places that **build on the unique character** of the City of Lemon Grove. This is the vision that the **Downtown Village Specific Plan Expansion (DVSPE)** sets the framework to achieve.”*



Santa Barbara, CA

DRAFT GOALS

1. Vibrant Downtown
2. Pedestrian-Friendly
3. Transit-Oriented Development
4. Balanced Parking Supply
5. Supportive Business Climate
6. Multi-Modal Circulation
7. Sustainable Development
8. **Safe Community Atmosphere**



Solvang, CA

CITY COUNCIL FEEDBACK

LAND USE

PUBLIC OUTREACH FEEDBACK

- General Consensus Of High Density (3-5 stories)
- Create Broadway Mixed-Use Corridor
- Create an Art District
 - Keep Art District along Broadway
- Create an Employment District
- Create a Regional Destination
- Create a Business Improvement District
- Indoor/Outdoor Music & Performance Venues
- Parkette Requirement



Workshop #1

BASELINE REPORT FEEDBACK

- Underutilized/Vacant Parcels
- Redevelopment Occurs With Higher Density
- Identify Employment Opportunities
- Increase Market-rate Housing Options
- Improve & Maintain Private Properties, Infrastructure & Amenities
- Improve Parks & Street Amenities
- Reduce Development Costs with Ministerial Reviews
- Create Regional Destination



Solana Beach, CA



Little Italy Concept

BASELINE REPORT FEEDBACK

- **Funding**
 - Revenue Bonds
 - Impact Fees
 - BIDs & Associations
 - TIF
 - EIFD
 - CRIA
 - New Markets Tax Credit Program
 - Grants



Solana Beach, CA



Little Italy Concept

BIG IDEA: VILLAGE GREEN

- Develop Linear Park between Lemon Grove Avenue & Grove Street
- Limit East/West Travel Lanes to Single Lanes



Conceptual illustration



Bird's-eye view along Broadway, looking west.



Street-level view of proposed concept.



Bird's-eye view along Broadway, looking west (close-up).

BIG IDEA: BOARDWALK PLAZA

- Expand Sidewalk to Create Plaza on North Side of Broadway Between Lemon Grove & Grove Street
- Limit Broadway to 2 Lanes
- Expand Outdoor Dining



Bird's-eye view along Broadway, looking west.



Street-level view of proposed concept.



Bird's-eye view along Broadway, looking west (close-up).

HISTORIC DISTRICT EXHIBIT

HISTORIC DISTRICT EXAMPLES

ARCHITECTURAL STYLES

Purpose

- Preserve the City's History

TOP 3 Choices:

- Spanish Colonial/Mission Revival
- American Mercantile
- Craftsman/Federation



Gaslamp Quarter, San Diego



Historic Downtown Winters, CA



Heritage Park, San Diego



Historic District, Los Angeles



Charleston, South Carolina



Old Poway Park



AMERICAN MERCANTILE
Lafayette, CA



VICTORIAN/QUEEN ANNE
San Francisco, CA



CRAFTSMAN/FEDERATION
St. Petersburg, FL



SPANISH COLONIAL/MISSION REVIVAL
Santa Barbara, CA

ART DISTRICT EXHIBIT

Purpose:

- Allow, Encourage & Require Art

Top 3 Choices:

- Historic Modern
- Contemporary
- Art Deco

Preferred Features:

- Street Furniture
- Murals & Wall Art
- Façade & Storefront Improvements
- Gateways & Wayfinding Signs

ART DISTRICT EXAMPLES



University of Iowa



River North (RiNo), Colorado



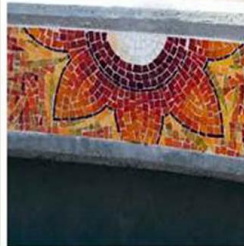
Chicano Park, Barrio Logan



Cedros, Solana Beach



Santa Ana, California



Santa Ana, California



North Hollywood (NOHO), Los Angeles



Downtown Arts District, Los Angeles



Quartyard, San Diego



Arts District, Baltimore

ARCHITECTURAL STYLES



CONTEMPORARY
Barrio Logan, San Diego



ART DECO
Miami, Florida



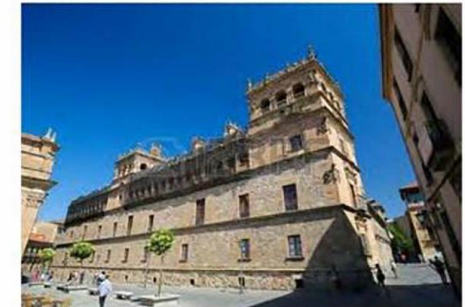
EMPIRE
St. Louis, Missouri



HISTORIC MODERN
Amsterdam

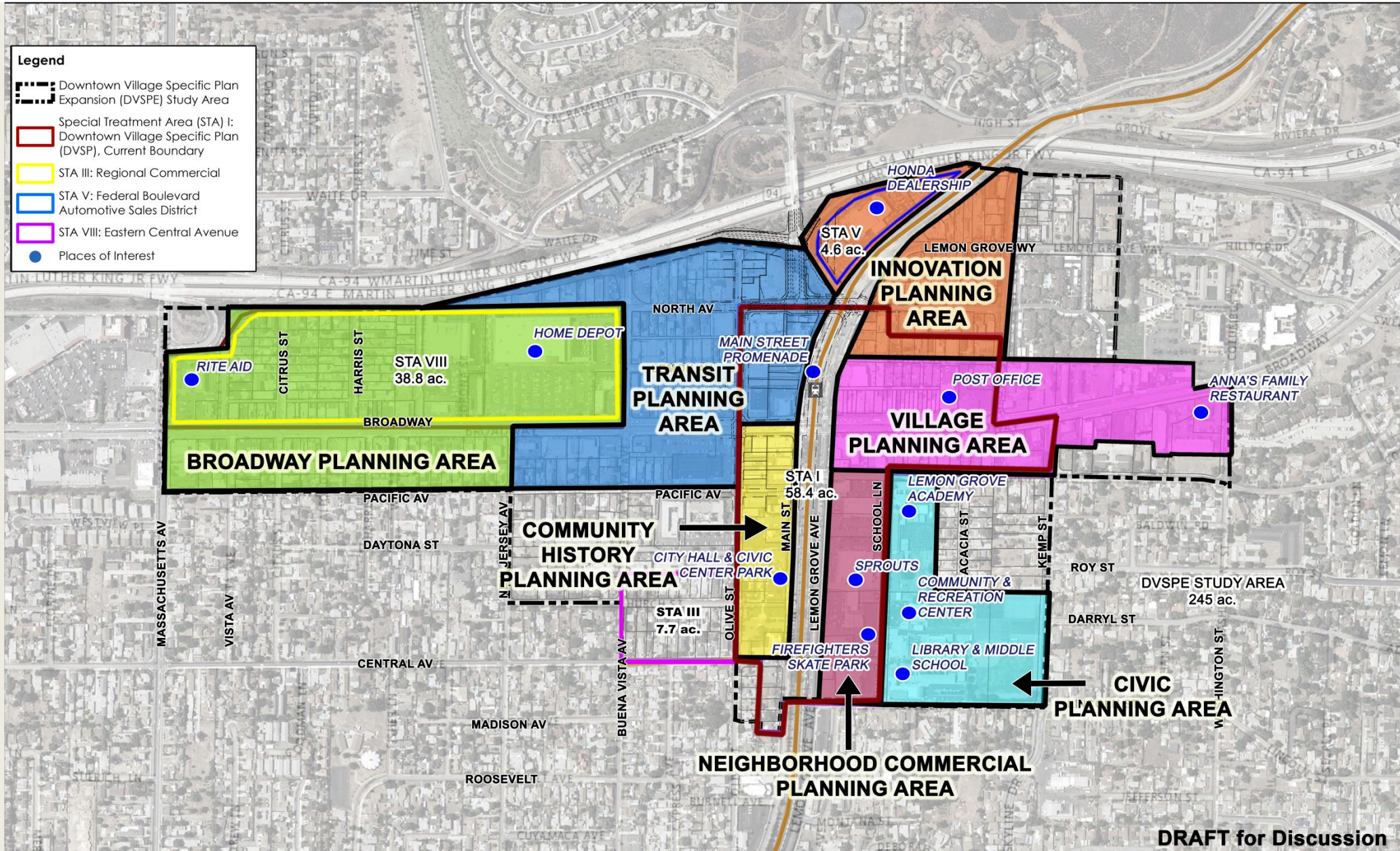


NEOCLASSICAL
England

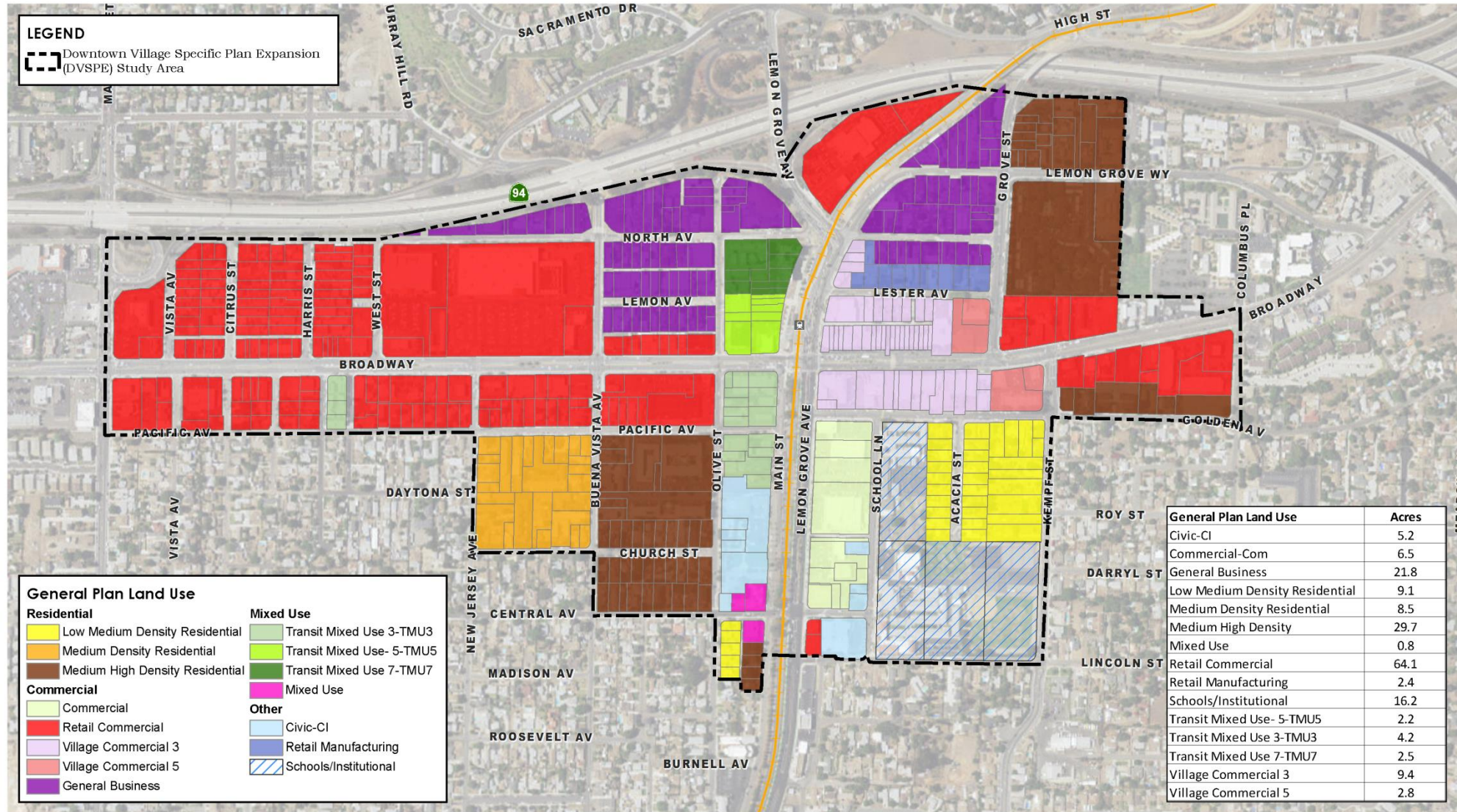


PLATERESQUE
Spain

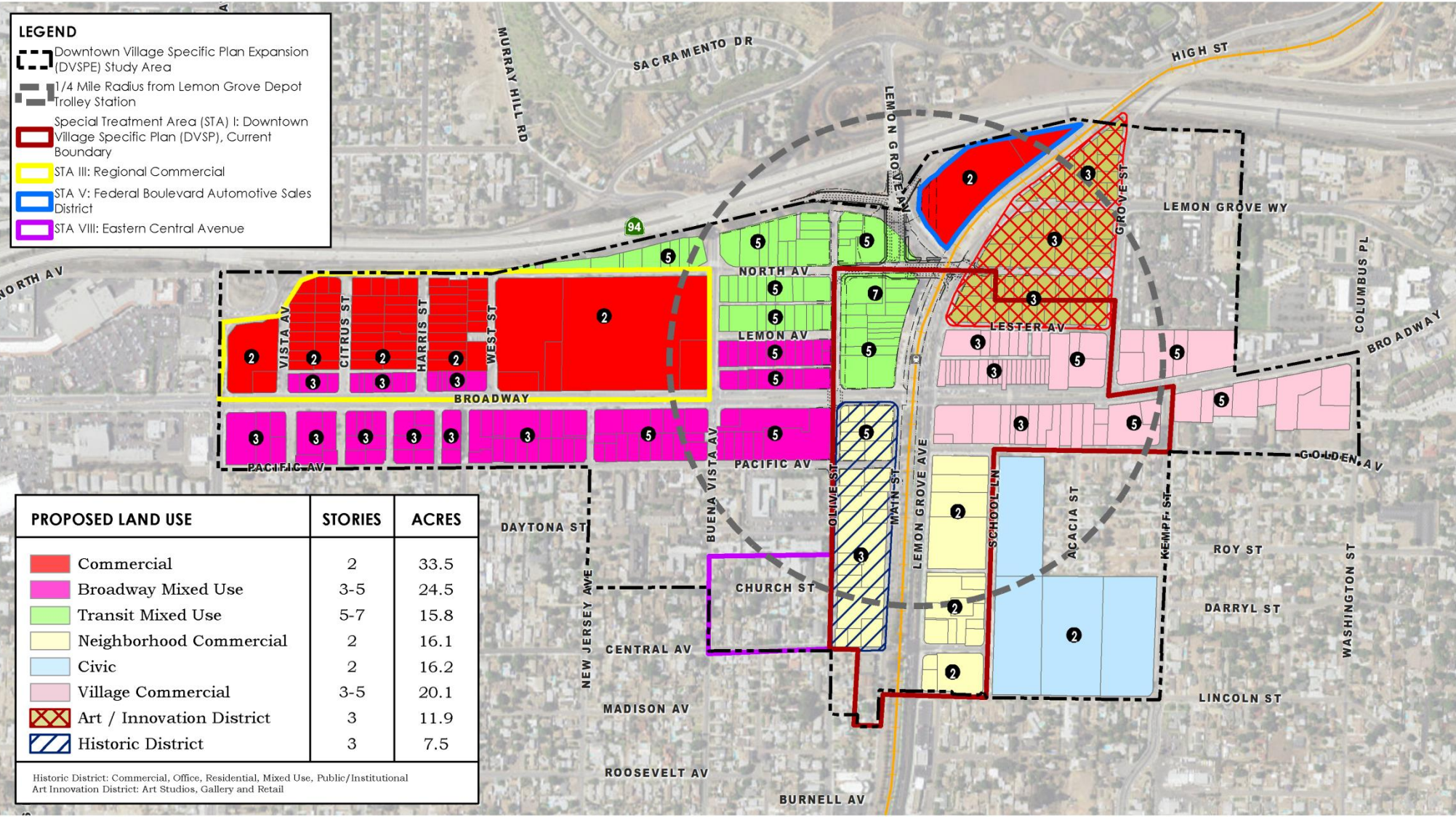
DRAFT PLANNING AREAS



EXISTING LAND USE

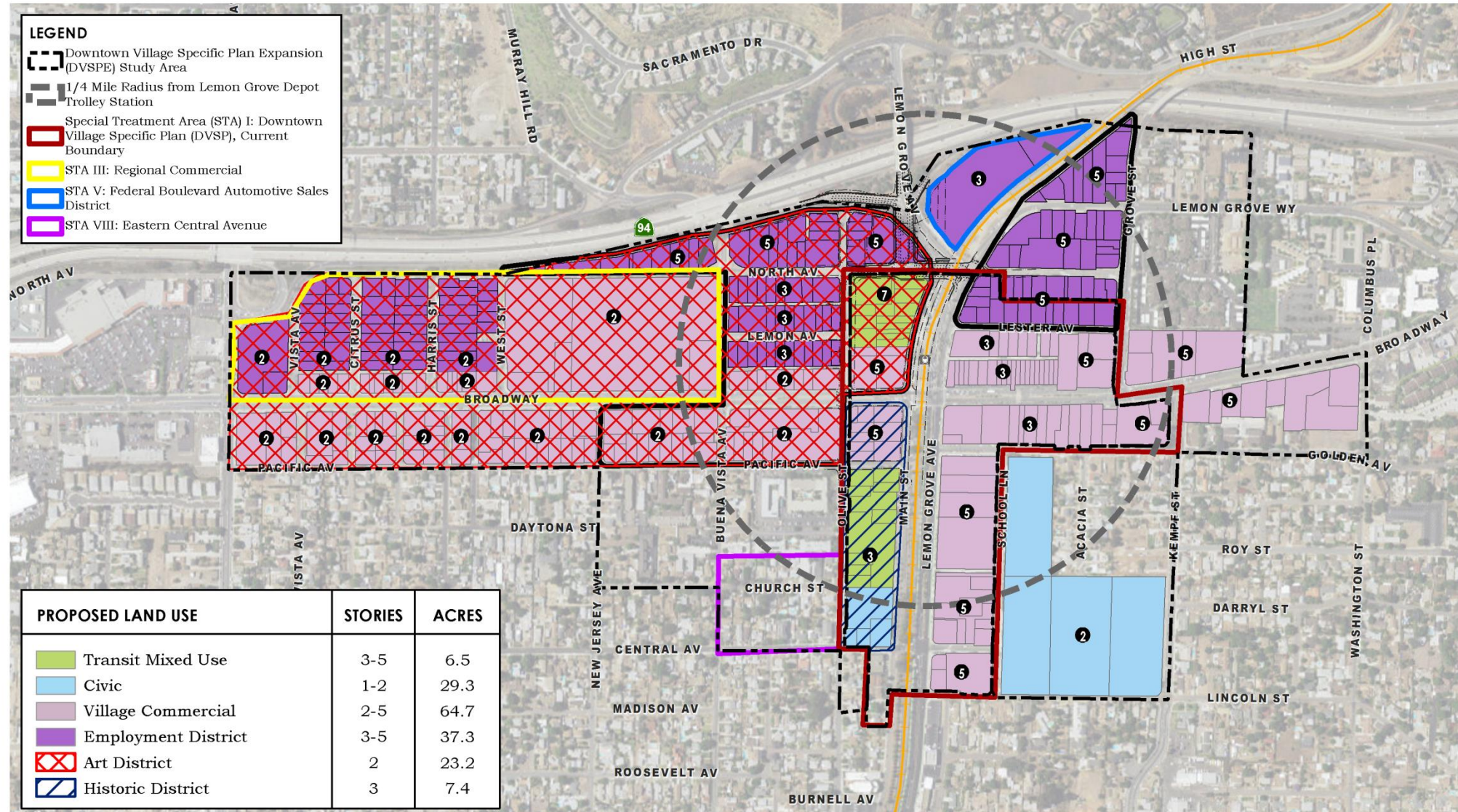


LAND USE ALTERNATIVE 1

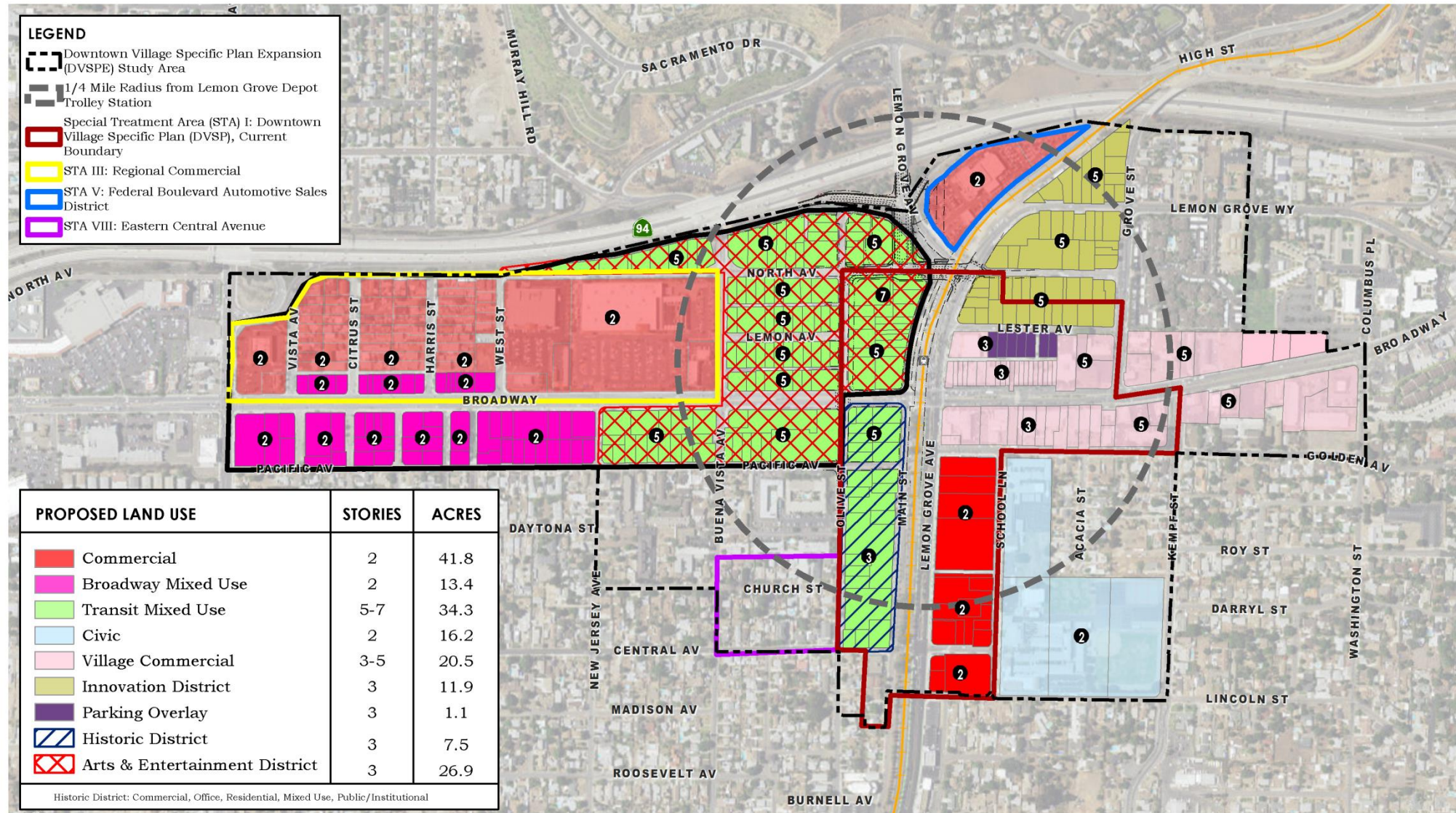


LAND USE MAP Alternative 1
DRAFT for Discussion

LAND USE ALTERNATIVE 2



LAND USE ALTERNATIVE 3 (NEW)



CITY COUNCIL FEEDBACK

MOBILITY AND PARKING

PUBLIC OUTREACH FEEDBACK

- **Ranked Streetscape Preferences (Ranked 1 through 7)**

1. Pedestrian Paths
2. Trees & Landscape
3. Lighting
4. Bicycle Paths
5. Parkettes
6. Vehicle Speed of Travel
7. Other

- **Prefer Roundabouts**

- **Support Pedestrian Corridors Even if Eliminates Parking**

- **Support Bicycle Corridors Even if Eliminates Parking**

- **Unsupportive - Shared Bike Lanes**



Pocket Park in East Village, San Diego, CA

BASELINE REPORT FEEDBACK

- **Predominantly Bike Lanes & Signed Routes in Study Area**
 - Low Utilization
- **Inconsistent Sidewalk Network in Study Area**
- **West Side of the Tracks on Broadway Operates at a Lower LOS Than East Side**
- **Utilizing Streets like North Avenue & Citrus Street for Vehicles Will Assist in Alleviating Traffic**



Silicon Valley, CA

TROLLEY CROSSING TREATMENTS

- Current Issues
- Advantages & Disadvantages of Underpasses
- Advantages & Disadvantages of Overpasses



Underpass Example

Encinitas, CA

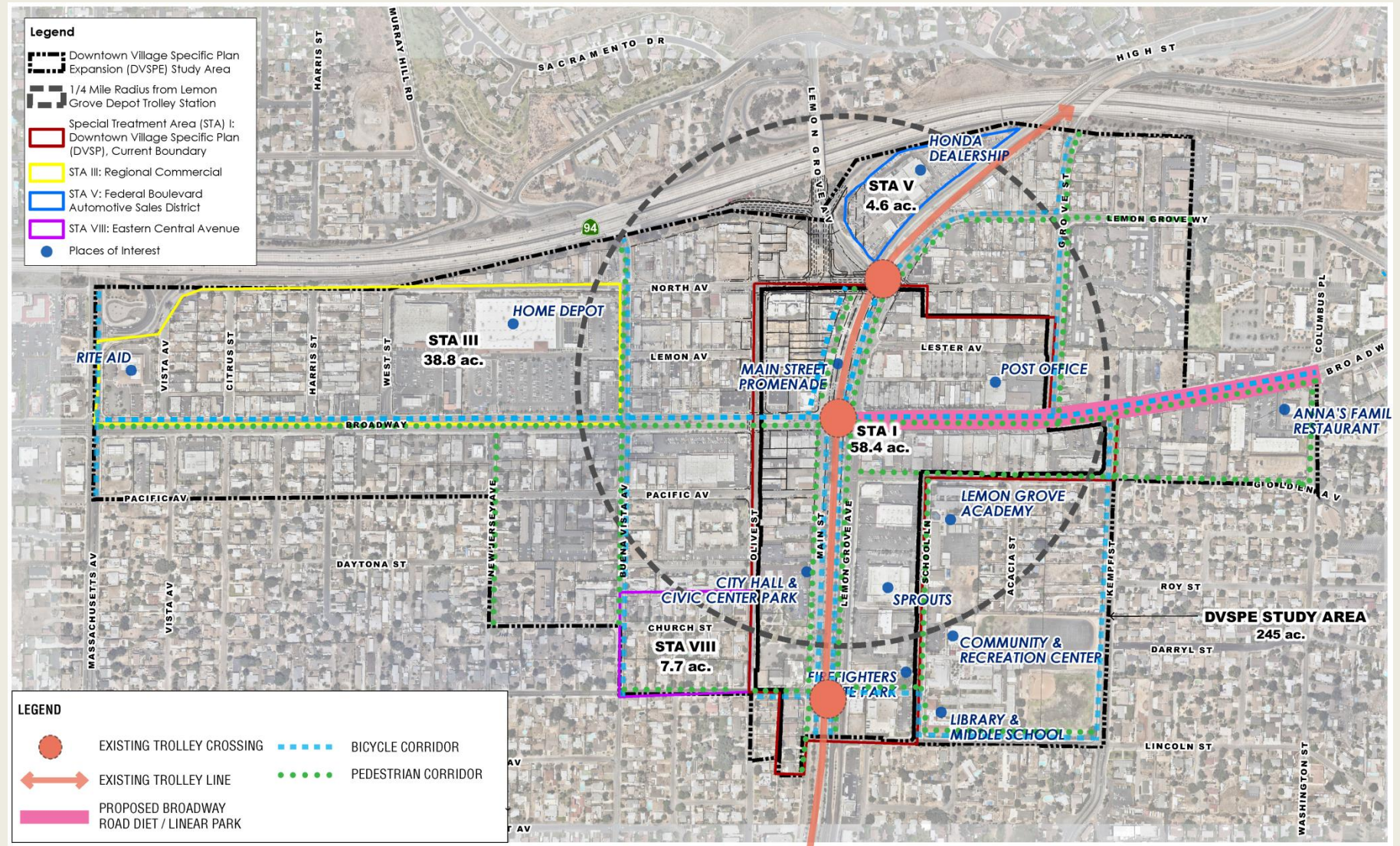


Overpass Example

San Diego, CA

PEDESTRIAN & BICYCLE CIRCULATION MAP ALTERNATIVE 1

- Majority support for proposed Bicycle Corridors
- Majority disapproved of shared bicycle/travel lanes
- Majority support for proposed Pedestrian Corridors

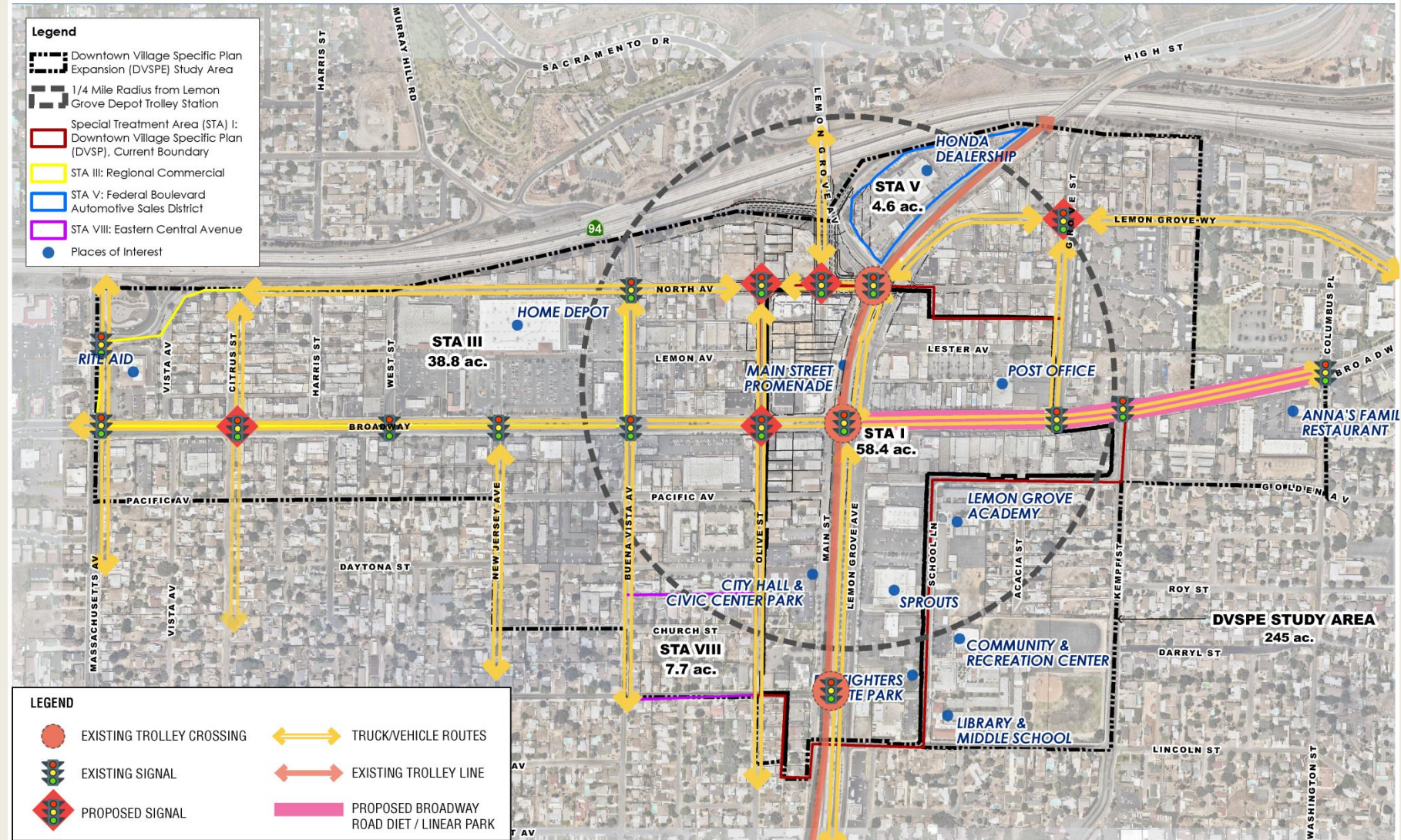


PEDESTRIAN AND BIKE CIRCULATION MAP ALTERNATIVE 1

DRAFT for Discussion

VEHICULAR CIRCULATION MAP ALTERNATIVE 1

- Truck/Vehicle Routes
- Proposed Signalized Intersections To Accommodate The New Lemon Grove Avenue Realignment
- Parking Not Addressed Because There Was No Preferred Land Use Alternative

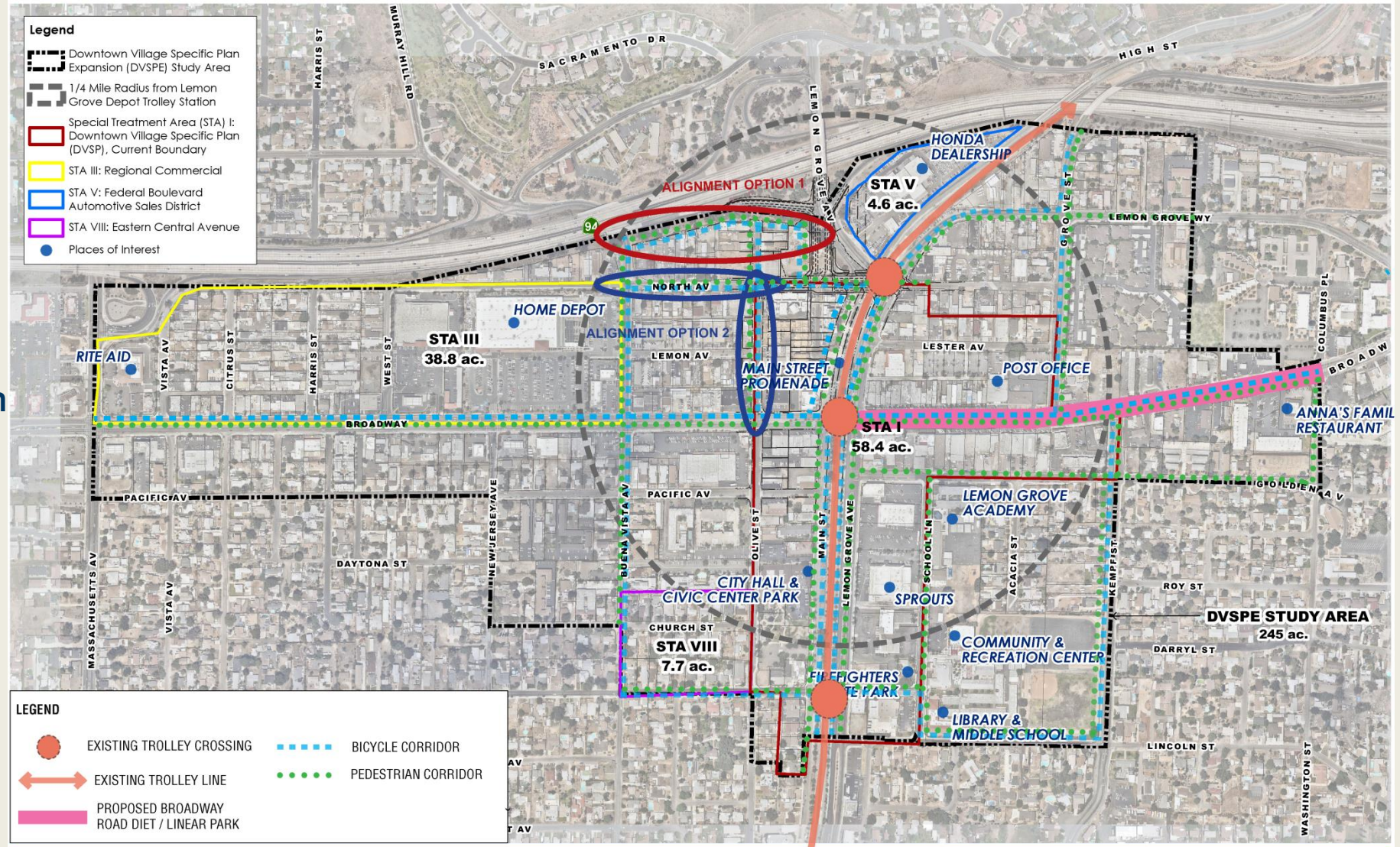


VEHICULAR CIRCULATION MAP ALTERNATIVE 1

DRAFT for Discussion

PEDESTRIAN & BICYCLE CIRCULATION MAP ALTERNATIVE 2 (NEW)

- New Pedestrian/Bicycle Corridors
 - Along South Side of I-94 (Buena Vista Avenue to Realigned Lemon Grove Avenue)
 - Along Olive Street (Broadway to Northern Terminus)
 - Along North Avenue (Buena Vista Avenue to Trolley Line)

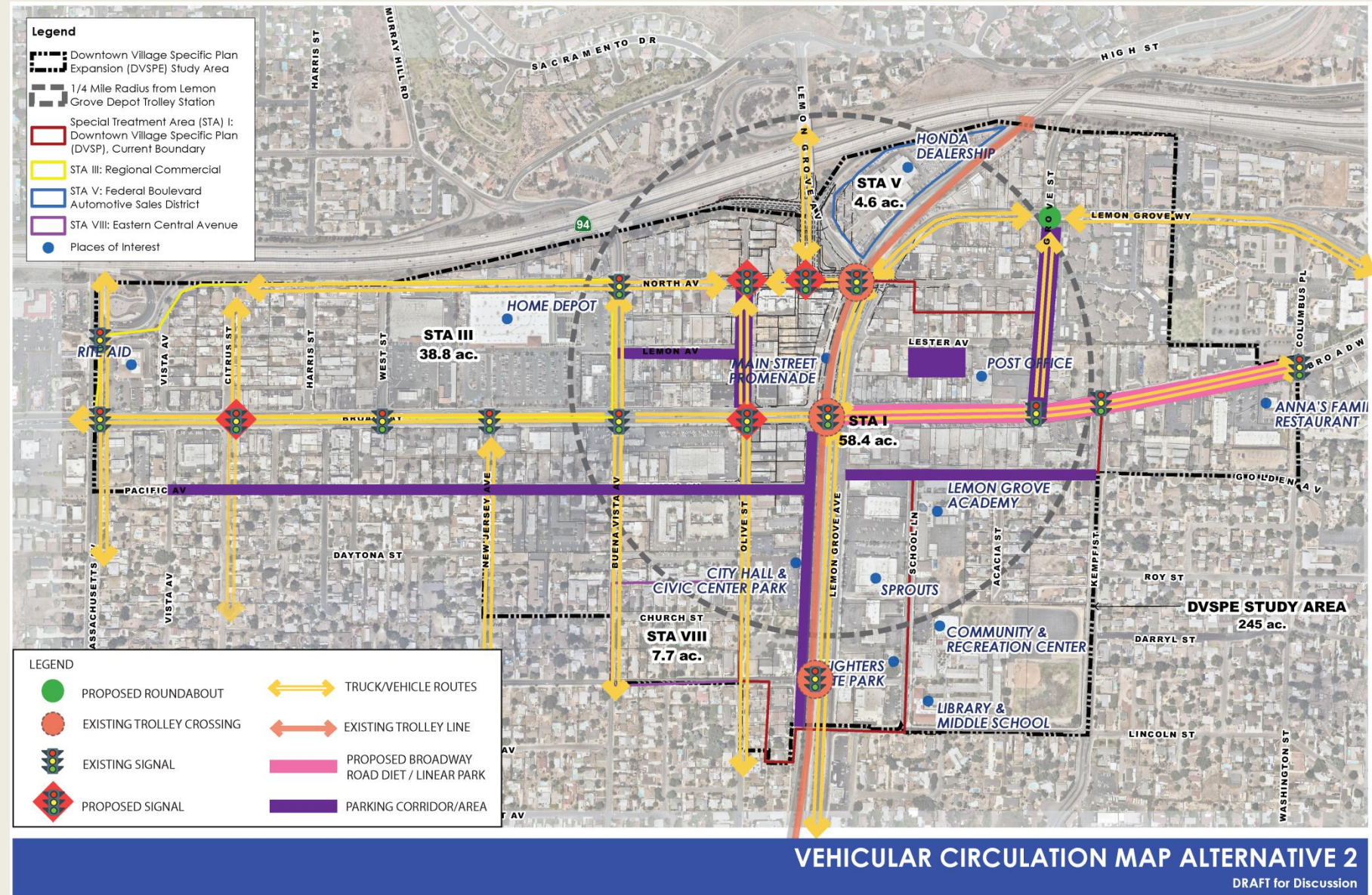


PEDESTRIAN AND BIKE CIRCULATION MAP ALTERNATIVE 2

DRAFT for Discussion

VEHICULAR CIRCULATION MAP ALTERNATIVE 2 (NEW)

- New Roundabout at Lemon Grove Way and Grove Street
- New Parking Corridors with Diagonal or Perpendicular Parking on One or Both Sides
 - Pacific Avenue
 - Olive Street
 - Lemon Avenue
 - Lester Avenue
 - Golden Avenue
 - Grove Street



CITY COUNCIL FEEDBACK

GENERAL COUNCILMEMBER FEEDBACK

NEXT STEPS

1. Develop Preferred Scenario
2. Tribal Consultation
3. Prepare Specific Plan
4. City Council Draft DVSPE Review
5. Draft Environmental Document
6. Public Noticing
7. City Council Adopt DVSPE & Certify Environmental Document

